

Complete SEO & SMM Work Proposal

Sir we will perform on page and off page tasks to improve website ranking on Google with white hat method.

What Is Search Engine Optimization?

Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating search engine friendly elements into a website.

SEO is typically divided into two main groups –

On Page SEO: Everything on the page. This includes all the content that you put up on your website and the HTML tags that tell the Search Engines about your content. This aspect of SEO is completely under your control.

Off Page SEO: Everything off the page. This primarily includes all the links that come to your website from other websites. This is partially in your control however with great strategy it can help achieve your SEO objective.

Achieving high natural search engine ranking is dependent on two main factors:

- **On the page optimization** - provides about 20%-30% of the total ranking score.
- **Off page optimization** - provides about 70%-80% of the total ranking score.

Why Search Engine Optimization & Social Media Marketing?

According to this study by the National Retail Federation, search marketing — including SEO — was the most effective source for acquiring new customers in 2022 for 85 percent of online retailers.

- 85% of all traffic on the Internet is referred from search engines
- 90% of all users don't look past the first 30 results (most view only top 10)

- Many websites aren't even indexed, are poorly optimized and get very little traffic
- Cost-effective advertising
- Clear and measurable ROI
- Operates this assumption More (relevant) traffic + Good Conv. Rate = More Sales/Leads

SEO Considerations When Building a New Website:

Simple Code - A well coded site will keep "code bloat" to a minimum and keep the layout as simple as possible, without using unnecessary code.

Bloggng - Blog is an integral part of your site is better for user experience and will strengthen your brand.

Consistency - All of your content will be styled consistently across the site.

Content - Content is perhaps one of the most important aspects of SEO. More specifically, your content needs to be relevant and helpful.

Site Speed - Site speed is super important when building your site there are lots that you can do to keep it fast.

Responsive Design - Mobile is a huge part of the internet and it's only going to get bigger, so having a responsive design is essential.

Navigation - When building a new site, it is a good idea to start by thinking about navigation and keep it simple as per user experience.

We'll Follow the steps for the grow up your business:

WEBSITE ANALYSIS:

- Initial Analysis of the Website.
- Usability analysis of web site.
- Content analysis our web site
- Speed and performance analysis (PageSpeed Insight, GTmetrix & Pingdom)
- Backlink analysis & cleaning bad backlinks
- Competitor analysis & overtake.

- Audit of Broken Links (internal & external)
- Local listings
- Citations creation

KEYWORD RESEARCH & ANALYSIS:

- Study your niche.
- Define your goals.
- Find out more high search volume keywords.
- Identify long tail keywords.
- Selecting most performing keywords.
- Make a list of relevant topics/category.
- Find out & analysis about our competitors.

ON-PAGE OPTIMIZATION

- Title Tag Optimization
- Meta description Optimization
- Heading Tags Optimization
- URL Optimization
- Suggestion for Customized 404 Error Page Creation
- 302 Redirection
- Robots.txt File Optimization

OFF-PAGE OPTIMIZATION

- Image Optimization of Alt Tags

- Hyperlink Analysis and Optimization
- External Links optimization
- Quality of Page Content& Density
- Checking & fixing error
- Website URL Redirection
- Optimized XML Site Map

GOOGLE OPTIMIZATION

- Google webmaster upgrade
- Google webmaster analysis & overview
- Crawl Errors Fix
- Page Loading Time Optimization
- Optimizing Usability and Navigation.
- International Targeted Area Setup
- Sitemap update & submission
- Robots.txt Testing & upgrading
- Testing on Manual Action & Security

WEBSITE PROMOTION & LINK BUILDING

- Article Submission
- Web 2.0
- Social Bookmarking
- Social Profile Submission
- Local Listing

- Video Submission
- Question Answers
- Press Release
- Guest Blogging
- Social Link Sharing
- Brand Mentions
- Image Sharing (Infographic)
- File Sharing
- Classified Submission
- Syndication & more.

SEO Tools Used by Me

- SEMrush
- Searchmetrics
- Google Keyword Planner
- Ubersuggest
- Ahrefs

Our SEO work strategy align with 3 layers:

1. Building Basement (Two months)

- Perfect On-site & On-page SEO setup
- High quality back-link-building for main site

2. Working on keywords and prepare for ranking (Two months)

-Working on targeted keywords for main site and category

-Working on each post with keyword target

3. Keywords positioning & beating competitors (Two months and continue...)

Expected Results SEO

- Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building).
- Rankings usually stabilize after about three months after the implementation phase. However, your traffic rises continuously since more and more search engines index more and more optimized pages of your website.

Social Media Marketing (SMM):

The next evolution in a company's web presence typically comes in the form of its social media channels. Social media marketing is very important for businesses because of its inexpensiveness and ability to reach large number of targeted audiences within less time and very little efforts. According to Forbes, 94% of Businesses are using social media and 85% said that it has given their business more exposure.

Social Media Platforms

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Pinterest

Activities on Facebook:

- Content Development
- Integrating Page with Other Social Media Channels
- Post Updates with links to the Desired Landing Page (Website)
- Joining Relevant Groups & Pages
- Sharing Links (Blogs, Articles, News, Updates)
- Create Facebook “Like” button & Badge, to place it in the blogs
- Run Contests, Promotional Campaigns, Polls.
- Video Sharing via YouTube
- Photo Sharing via Page / Flickr App / Similar Apps
- Post Ads

Activities on Twitter:

- Customize Business Profile
- Create Tweets Related to our products and Deals
- Following Peoples related to our business and products
- Send Promotional Message to new Followers
- Re tweets and Favorites to increase user engagement

Activities on Pinterest:

- Customize Business Profile
- Create New Boards Related to Our Business
- Upload Pins on regular basis
- Follow Relevant People
- Like, Comment and Re Pin Others pins to increase engagement

Activities on YouTube:

- Customize Business Channel
- Upload videos related to products and Deals
- Optimize videos for the best keywords related to Our Business
- Promote videos on social media channels
- Connect other profiles with YouTube

Activities on LinkedIn:

- Create Business Profile/Page
- Post Updates related to Ecommerce
- Increase the number of Professional Connections
- Join Groups related to Ecommerce industry
- Connect Business page with other platforms
- Submit post related to our business